



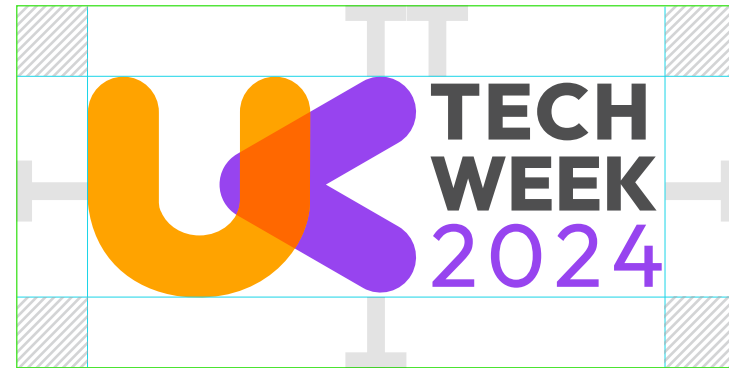
**Brand Guidelines 2024**

# The logo

Master logo



Logo clearance area



The logo should always have enough white space surrounding it to allow it to 'breathe'. Shown here is the minimum space required.

Logo without year



Minimum size



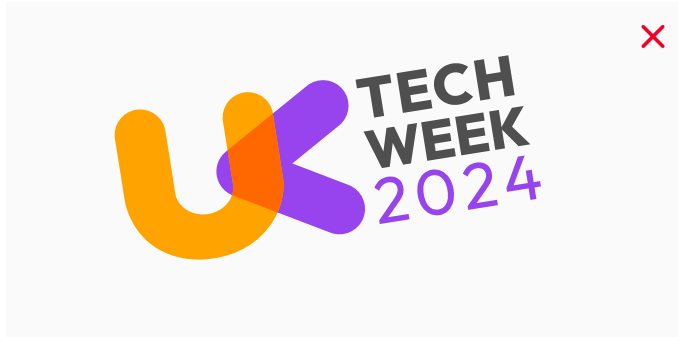
100px wide

# Correct logo usage

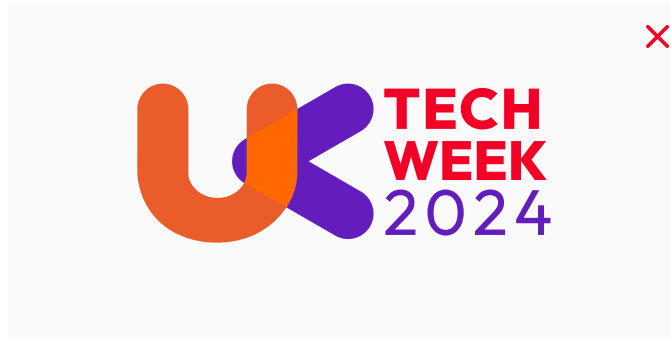
The logo is available in colour and mono. Below are some examples of how they can be used.



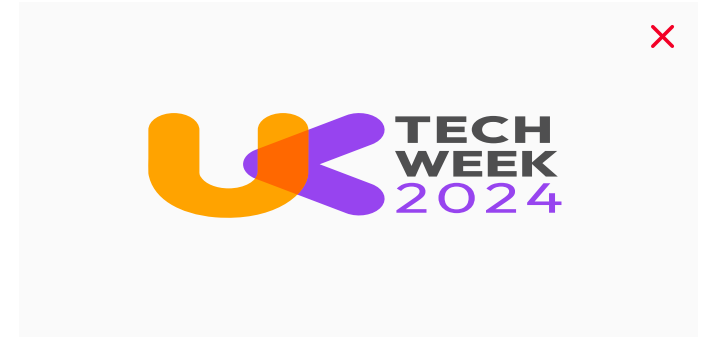
# Incorrect logo usage



Don't rotate the logo.



Don't alter the colours.



Don't stretch the logo.



Don't apply drop shadows or any other effects like glows etc.



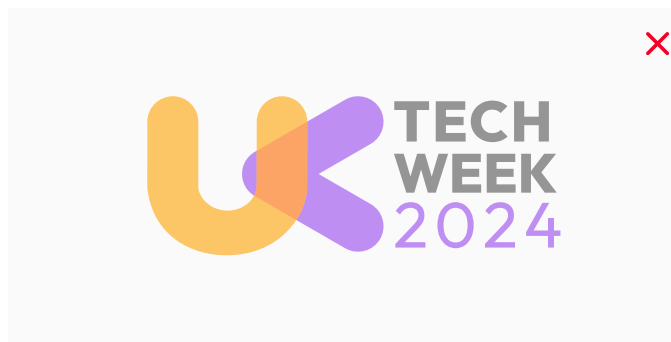
Don't re-arrange the layout of the logo.



Don't place the logo on any background colour which is NOT part of the options outlined on the previous page.



Don't place the logo over an image.



Don't fade out the logo or use as a watermark.



Don't change the logo font.

**Font: Outfit Bold** - For use as headers / Sub headers

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

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**Font: Outfit Light** - For use as general body text to be used only in mixed case.

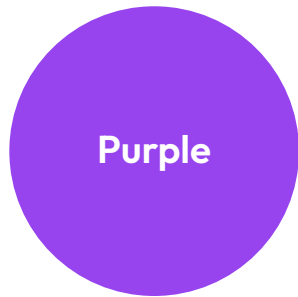
Abcdefghijklmnopqrstuvwxyz

Link to Font

<https://fonts.google.com/specimen/Outfit>

# Colours

The 2024 UK Tech colours are bold and bright and are intended to be used for screen only  
Please note that CMYK reproductions of these colours will look considerably different in print.



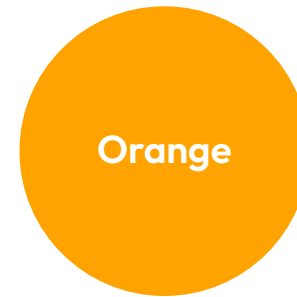
**Purple**

**#9744EF**



**Dark Grey**

**#4F4F50**



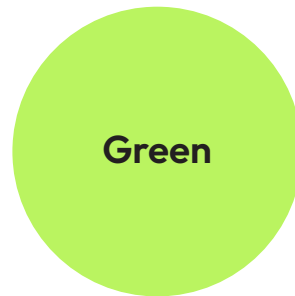
**Orange**

**#FFA300**



**Dark Orange**

**#F2691B**



**Green**

**#BAF460**



**Light Grey**

**#F7F7F7**

